

Alberta's International Offices:
Pursuing Global Opportunities

2004-2005

International Offices Annual Report
Alberta Economic Development



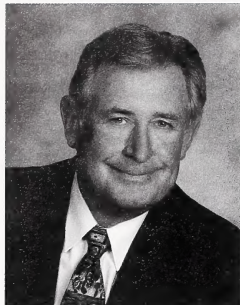
» Alberta's International Offices

Over its first century, Alberta's educated population, resources, unique scenery, and "can do" attitude have combined to create a dynamic, diverse and prosperous economy. A strategic, global approach to trade and investment will ensure that Albertans continue to benefit from opportunities at home and abroad as the province enters its next century. Alberta's international offices carry out this strategic approach through a global network that offers expertise and experience to Albertans abroad and those interested in doing business in Alberta.

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PREMIER'S MESSAGE »



Alberta is a province that looks out to the world. As we celebrate our history, we also look forward to the future. As with the early settlers who built this province, today's Albertans know that our future prosperity lies in pursuing global opportunities. Our international offices help us connect to these emerging opportunities in a variety of markets.

I am pleased to say that Alberta's international profile is growing, the markets we reach are diversifying and the range of goods and services we sell to the world is expanding. With Alberta's recent elimination of the debt, the province is solidly positioned as one of the world's most dynamic economies.

To continue this strong performance, Alberta must continue to expand trade opportunities around the world and attract investment to the province. We have been successful in doing both, with the value of international exports rising by 16 per cent in 2004 and investment in the province growing to record levels.

Our international offices are a key part of our economic development efforts outside of Canada. Through them, Alberta's businesses, educational institutions and cultural organizations can strengthen their connections with partners around the world, expand their understanding of critical markets and seize new opportunities. Further, the Government of Alberta and the business community can also demonstrate the advantages of doing business in Alberta and attract new, vital investment to this province.

Alberta's international offices are an essential part of our current prosperity as well as an important part of our continuing monitoring of changing international market conditions.

I hope you find the information in this year's report as informative and helpful as I do. I urge you to discover why Alberta is considered the best place in the world to live, work and do business.



Hon. Ralph Klein,
Premier

EXECUTIVE SUMMARY »

Pursuing global opportunities is a vital part of creating future economic prosperity for Albertans. We live in a globally competitive marketplace where an international presence is not only desirable, but necessary. More than ever, Alberta businesses, supported by Alberta Economic Development and Alberta's international offices, participate in the global economy, increasing their exports and attracting investment and tourism. Being on the ground in key markets and understanding the local culture and business environment are essential to succeed internationally.

The Government of Alberta has identified key international markets and industry sectors that can enhance the province's value-added economic activity. It has also identified approaches to expanding trade and investment activity in those markets and sectors. Alberta's international offices support those approaches by: providing strategic market intelligence; creating partnerships, networks and alliances; focusing on new investment attraction; and showcasing Alberta to the world. They also provide critical assistance to government and private sector initiatives that promote key industry sectors.

The Government of Alberta has established offices in Alberta's priority international markets, giving the province's businesses and institutions a long-term presence in the world's largest economies. For example, the Alberta Japan Office commemorated its 35th anniversary this year, and Premier Ralph Klein signed a further memorandum of understanding with the China National Petroleum Corporation extending the 16-year partnership to 2009.

» Performance Measures and Results

Strong interest in Alberta as a trade and investment partner can be seen in the number of trade missions and delegations travelling between the provinces and its key markets. Overall, 170 foreign delegations and missions visited Alberta in 2004-2005, and almost 450 Alberta companies ventured to overseas markets—thanks in large part to the network of international offices.

Staff in the international offices worked hard to connect Albertans to global opportunities. This year, the number of inquiries responded to and introductions made reached the highest levels in recent years. Networking activity also increased significantly, with a total of 1,626 sessions held. Over 250 of those were held in partnership with other Alberta government ministries, increasing the value of the sessions.

Every two years, Alberta Economic Development surveys clients of the international offices to determine satisfaction with services. In 2005, 93 per cent of responding clients indicated they were satisfied with the services of the offices, a rate similar to that found in 2003. Nine out of ten respondents indicated they would consider using the international offices again in the future.

» Budget

The international offices had a surplus of over \$200,000 on a budget of \$5.7 million in 2004-2005. A favourable exchange rate led to unanticipated savings, as did lower than expected manpower and location costs for some offices.

» Conclusion

Alberta's reputation as a prosperous, energetic and innovative province grew during its first century, expanding its potential to pursue global opportunities. Alberta's international offices are a key resource for building strategic knowledge and connections to ensure the province enjoys continued success into the future. They open Alberta to the world and introduce the world to Alberta.

Vision: Alberta is the best place
in the world to live, visit
and do business.

Mission: To facilitate business and
community prosperity.



REALIZING OPPORTUNITIES »

Alberta is known around the world for its immense energy, agriculture, and forestry resources but, increasingly, we are being recognized for our strength and potential in a broader range of industries—health and bio, education and training, industrial machinery, tourism, information and communications technology, and much more. These high tech and value-added industries will play a growing role in sustaining our province's economic success. An abundance of natural resources will continue to be the base from which we build, but new economic growth will largely flow from the people and ideas of the knowledge economy.

Alberta's successful entrepreneurs, farmers, researchers, manufacturers and educators share a common trait, one that has underpinned economic activity in Alberta since it became a province. They look to the world as a source of vital investment and skilled labour and as a market for products, services and expertise. Pursuing global opportunities is a core activity of many Alberta businesses, and one that is supported by Alberta Economic Development and Alberta's international offices.

Alberta Economic Development's vision and mission are:

Vision: *Alberta is the best place in the world to live, visit and do business.*

Mission: *To facilitate business and community prosperity.*

The international offices support Alberta Economic Development's three core businesses:

CORE BUSINESS:	INTERNATIONAL OFFICES:
1. Provide strategic economic leadership and business intelligence	<ul style="list-style-type: none"> • Provide business and economic information in a timely fashion
2. Increase industry and regional development, trade promotion and investment attraction	<ul style="list-style-type: none"> • Provide strategic and competitive intelligence, market information and knowledge on global market opportunities • Encourage the development of capabilities, products and services of export-ready Alberta businesses in international markets • Showcase and market Alberta abroad • Generate and service investment leads
3. Facilitate tourism marketing and development	<ul style="list-style-type: none"> • Heighten awareness of Alberta as an attractive tourism destination

STRATEGY MATTERS »

In its provincial economic strategy, *Securing Tomorrow's Prosperity*, the Government of Alberta outlined how businesses, institutions and the government can promote increased diversity and competitiveness by recognizing the importance and potential of the province's value-added goods and services.

Alberta's International Marketing Strategy (AIMS) 2005: Mapping Our Future supports this economic strategy. AIMS identifies key industry sectors and matches them with international markets where value-added trade and investment opportunities exist for Alberta, in order to enhance the province's global competitiveness.

The strategy recognizes the importance of trade and investment to strengthen the prosperity of all Albertans. Between 1993 and 2003, service exports grew by 94 per cent and manufactured goods exports by 160 per cent. In 2004, the value of goods and services exports exceeded \$73 billion. In recent years, foreign and domestic investment in Alberta accounted for over 25 per cent of provincial gross domestic product. Investment is crucial. It enhances Alberta's capacity to create and supply goods and services for export.

Alberta's international offices directly engage in four of the six marketing approaches identified in AIMS. They:

- provide strategic market intelligence;
- create partnerships, networks and alliances;
- focus on attracting new investment; and
- showcase Alberta.

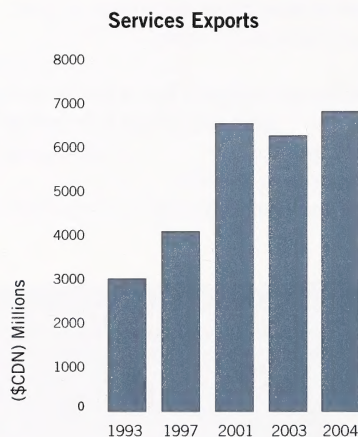
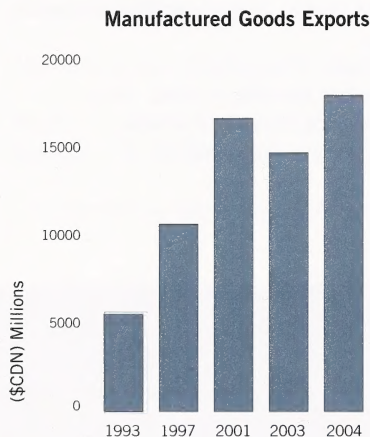
The offices also support government and private sector initiatives that flow from the other two approaches:

- promote established and emerging related industry sectors; and
- use international financial institutions.

WHY TRADE AND INVESTMENT MATTER >>

>> Trade

Alberta's future prosperity depends on its ability to increase value-added trade and investment opportunities and lessen the province's reliance on commodity exports. While resource-based commodities such as oil, natural gas and grain are important to Alberta's economy, the importance of services and manufactured¹ goods continues to grow and plays an increasing role in economic growth and sustainability. For example, services exports totaled \$6.1 billion in 2003, a 94 per cent increase over the 10 year period from 1993. Over the same 10 year period, manufactured exports grew by 160 per cent to \$14.5 billion, up from \$5.6 billion in 1993. Exports for 2004 continued their impressive growth as manufactured goods increased by 22 per cent and services by 8 per cent over 2003.



>> Investment

Investment creates jobs, promotes economic growth, enhances living standards, increases exports and helps broaden the economic base of the province's economy. The majority of foreign investment results in the expansion of existing operations in the province. Capital investment in Alberta totaled \$48.5 billion in 2004. In recent years, foreign and domestic investment has accounted for over 25 per cent of the province's gross domestic product.

New investment and business immigration also improve Alberta's ability to supply goods and services globally. Some Alberta companies expand by developing services or distribution centres in their export markets, thereby increasing their competitiveness in those markets and enhancing their knowledge of market trends.

¹ Statistics Canada classifies "Manufacturing" into the following sub-sectors: Food and Beverages, Plastics, Textiles, Clothing, Value-Added Wood Products, Furniture, Paper and Allied Products, Primary Metals, Fabricated Metals, Machinery, Transportation Equipment, Electrical/Electronic Equipment, Non-Metallic Mineral Products, Refined Petroleum and Coal Products, Chemicals, and Other Manufacturing.

MARKETING APPROACHES »

Providing Strategic Market Intelligence

Timely and accurate market intelligence is central to the success of any trade and investment venture. The private sector requires market intelligence to determine suitable markets and to select appropriate market entry strategies.

Creating Partnerships, Networks and Alliances

The development of partnerships, networks and alliances not only acts as a springboard into export markets and creates joint-venture opportunities for Alberta companies but also increases Alberta's leverage in target markets.

Showcasing Alberta

Showcasing and promoting Alberta to the world employs a variety of marketing initiatives that range from Premier and Ministerial-led trade missions to trade events. These marketing initiatives are designed to improve market awareness and promote Alberta's industry sectors.

Leading with Specific Sectors

Promoting Alberta's established sectors in international markets increases awareness of the province's emerging sectors. Leading with a specific sector such as oil & gas often enables market access for related services such as engineering services or environmental goods and services.

Focusing on New Investment

Investment attraction includes the expansion of existing investments in Alberta, the creation of new businesses and the immigration of skilled workers and entrepreneurs.

Using International Financial Institutions

International financial institutions such as the World Bank can play an integral role in the development of international activities for Alberta's private sector. The Alberta government provides Alberta companies with information on international financial institutions' development projects to facilitate new export and investment opportunities.

EXCELLENCE, EXPERIENCE AND EXPERTISE »

Growth in many key markets made for an active year for Alberta's international offices.

The high number of trade missions and delegations travelling between the province and key markets demonstrated strong global interest in Alberta as a trade and investment partner. Overall, there were 170 missions to Alberta, 112 per cent of target. The number of companies and investors participating, at 302, also exceeded the target. Almost 450 Alberta companies ventured to overseas markets on 330 missions—183 per cent and 153 per cent of targets. Alberta's international offices supplied key market information and planning assistance to the delegations.

A focus on service excellence led to the offices' strong performance in connecting Albertans to global opportunities. The number of inquiries responded to and introductions made reached their highest levels in recent years (137 per cent and 132 per cent of targets). Networking activity also increased significantly, with a total of 1,626 sessions held (183 per cent of target). These sessions allowed Alberta businesses to develop an array of contacts with potential partners, investors, suppliers and customers. They also provided a forum to showcase the benefits of doing business in Alberta to a global audience. Over 250 of the networking sessions (189 per cent of target) were held in partnership with other Alberta government ministries, increasing the value of the activities.

Results at a Glance

ALBERTA ECONOMIC DEVELOPMENT INTERNATIONAL OFFICES PERFORMANCE EVALUATION, 2004-2005

Performance Measure	Actual	Target
Number of seminars, tradeshow, exhibitions and outreach programs	201	123
Number of inquiries generated from events	757	710
Number of media references	275	148
Number of Web site content updates	196	163
Number of user sessions on Web site	611,805	550,500
Number of intelligence/market reports generated	142	135
Number of networking sessions	1,626	890
Number of networking/information sessions with partnering ministries	252	133
Number of inquiries generated from networking sessions	707	493
Number of missions/delegations to Alberta	170	152
Number of companies/investors participating	302	248
Number of missions/delegations to target market	330	216
Number of Alberta companies participating	448	245
Number of inquiries responded to	2,281	1,665
Number of business introductions	1,241	940
Number of negotiations generated (investment and trade)	176	120

Client Satisfaction Survey

Every two years, Alberta Economic Development surveys clients of the international offices to determine satisfaction with services. In 2005, 93 per cent of responding clients indicated they were satisfied with the services of the offices, a rate similar to that found in 2003. The highest satisfaction rating was for services such as meetings, seminars and supportive research (98 per cent), followed by assistance in facilitating their business (93 per cent) and advice on local business practices and culture (86 per cent). Nine out of ten respondents indicated they would consider using the international offices again, and 78 per cent commended staff as professional, cooperative and knowledgeable.

Budget

The international offices had a surplus of over \$200,000 on a budget of \$5.7 million in 2004-2005. A favourable exchange rate led to unanticipated savings, as did lower than expected manpower and location costs for some offices.

A STRONGER GLOBAL NETWORK >>

Premier's Award of Excellence

"The success of the international offices contributes to the growth of Alberta's gross domestic product, leading to new jobs for Albertans and helping to create a vibrant, flexible, globally competitive provincial economy."

- 2004 Premier's Award of Excellence

Alberta's international offices received a Gold Award in the category "Ongoing Work Unit" in 2004, recognizing their work to improve the quality of their services over the last few years. The offices developed common policies and procedures, promoted a focused, strategic approach to service and fostered a strong commitment to client service and continual improvement.

“Thank you very much for all your assistance with the health care seminar. This was the first opportunity for Alberta to showcase the excellence of its health care and the opportunities available for collaboration to such a diverse group of Japanese health care experts. I appreciated the assistance we received from the Alberta Office in making the mission a success.”

- Masako Tanaka, President, Azamino Consulting Ltd., Yokohama

ALBERTA JAPAN OFFICE >>

Japan is a key market for Alberta. Trade between Alberta and Japan has reached \$3 billion annually. Much of the province's success depends on its ability to compete and trade in Japan. The nation is Alberta's largest export market for agri-food products, after the United States, with over \$700 million in exports of wheat, pork, canola seed and other products.

This year, the Alberta Japan Office commemorated its 35th anniversary—it is the province's flagship international office. The Alberta Japan Office helps businesses navigate the complex Japanese market and increase their prospects for success.

>> 2004-2005 HIGHLIGHTS

- The Alberta Japan Office supported visits by 66 delegations, representing 79 companies, from Alberta. The office also made nearly 200 direct new business-to-business introductions and facilitated more than \$24 million worth of investment and trade. It helped foster new investment and trade in the high-tech, energy and agri-food sectors. Leading products this year included canola oil, pork, bottled water, alternative meats and other value-added products.
- The office generated more than 115 media articles in Japan, exposure worth more than \$1.5 million.
- The Banff Mountain Film Festival debuted in Japan. The Alberta Japan Office collaborated with Travel Alberta, the Canadian Tourism Commission and Air Canada to co-ordinate joint hosting of the event with Patagonia and the Canadian Embassy. In addition to the films, the event provided an opportunity to promote tourism opportunities in Alberta.
- The Alberta Japan Office facilitated the Alberta Aspen exposition held at the Canadian Embassy in Tokyo. Two Alberta wood product manufacturers and 70 Japanese wood industry stakeholders attended the exposition, which featured products made by Japanese millwork firms from Alberta aspen lumber.
- The Alberta Japan Office facilitated many seminars and networking opportunities for Alberta companies:
 - Six hundred executives in various industries, including pork, alternative meat and pre-baked bakery goods, attended agri-food activities co-ordinated by the office in co-operation with the Agriculture and Food Branch of Alberta Economic Development.
 - More than 50 medical, pharmaceutical and government executives learned about Alberta's ICT technology, supportive health services and investment and collaboration opportunities at an e-health seminar in Tokyo. The Alberta Japan Office worked with the University of Alberta and the Capital Health Authority to create the event.
 - More than 250 key industry executives and industry trade publication representatives learned about Alberta's pro-business climate at seminars on the Alberta oil sands, held by the office in partnership with the Industry Development Branch, the Alberta Energy Research Institute and the Alberta Energy and Utilities Board.

"Your team members are great ambassadors for Alberta. I was appreciative of the quality and variety of contacts the Alberta Japan Office introduced and felt that as a result of the facilitation we will be able to move forward with price quotes and possible negotiations."

- Kevin Muxlow, Manager, Corporate Strategy & Development, Alberta Barley Commission

OFFICE AT A GLANCE

ESTABLISHED	1970
LOCATION	Place Canada, 3 rd Floor, 3-37 Akasaka 7-chome, Minato-ku, Tokyo 107
STAFF	1 posted, 4 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to Alberta businesses seeking to enter the Japanese market.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships with Japanese companies.
- Promotes the Alberta Advantage to encourage Japanese investment in Alberta.
- Promotes tourism opportunities in Alberta.

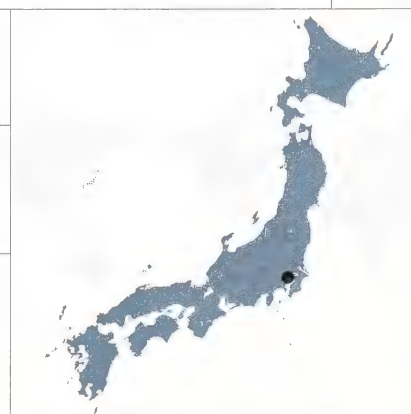
SECTORS

Agri-food; education and training; energy; health and bio industries; information and communications technologies; petrochemicals and refined products; tourism.

NATIONAL POPULATION (JULY 2005 EST.)	127.4 million
TOTAL ALBERTA EXPORTS (2004)	\$1.24 billion Cdn
MANUFACTURED EXPORTS (2004)	\$845 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$3.8 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$29,900 U.S. (2004 purchasing power parity)



"I would like to take this opportunity to express how appreciative Canbra Foods Ltd. was of all the arrangements made by your offices for the Shanghai and Guangzhou March canola seminars. The company tours arranged by the Hong Kong office were excellent and exactly what we requested. The response we received from the seminar was overwhelming."

- Gerry Skura, Manager, International Marketing, Canbra Foods, Lethbridge

ALBERTA HONG KONG OFFICE >>

The Alberta Hong Kong Office actively promotes Alberta's opportunities in Hong Kong and southern China. The Alberta Hong Kong Office helps Alberta companies by providing market information and export counseling and facilitating joint ventures, strategic alliances and agent/distributor matches. It prepares tailor-made trade and investment programs for Alberta businesses and potential Hong Kong investors. As well, specific business opportunities and market intelligence are posted on the Alberta Hong Kong website.

>> 2004-2005 HIGHLIGHTS

- Exports of Alberta manufactured products to Hong Kong grew by 5.7 per cent, reflecting the local economic rebound in 2004. In addition, Alberta beef returned to the Hong Kong and Macau markets in 2004.
- ASAT Solutions Inc. secured a contract with Hong Kong's largest power utility, CLP Power, to supply and provide technical training and on-site commissioning services for 60 high voltage substations.
- The Hong Kong SAR Government has approved the installation of SMART Board technology in ten public schools. The interactive electronic whiteboard is manufactured by Calgary's SMART Technologies Inc. The Alberta Hong Kong Office worked closely with the company to develop a business network and the government relationship.
- The Alberta Hong Kong Office provided support and facilitation to the Southern Alberta Institute of Technology and the WorldSkills Canada 2009 Bid Team. Calgary won the bid to host the 2009 competition, which showcases excellence in vocational training.
- The office and the Monte Jade Hong Kong chapter established a strategic alliance to develop a business network and promote research and development collaboration, technology investment and commercialization between Hong Kong and Alberta. Monte Jade is an international non-profit, non-political, private sector organization in the high-tech industry.
- Several activities profiled Alberta's education advantage to China's Guangdong Province. Alberta Learning executives visited the province in 2004, and Alberta Education held a seminar in Guangzhou in March 2005. Representatives of the Guangzhou Education Bureau visited Alberta in January 2005, and a future mission from Guangdong to Alberta is planned, focused on apprenticeship and vocational training.
- The Alberta Hong Kong Office represented Alberta Film at the Hong Kong Filmart, helping enhance general awareness of the Alberta film industry and specifically supporting a number of Alberta companies. As a result, a number of Alberta films have been sold in the Hong Kong market.

"I would like to thank the Alberta staff for their significant help and advice in assuring a successful mission. We have had much support from the local Edmonton staff and terrific help from the overseas staff in making our client contacts so much easier."

- Alfred Wahl, General Manager, PEAK Swine Genetics, Leduc

OFFICE AT A GLANCE

ESTABLISHED	1980
LOCATION	Room 1004, Admiralty Center, Tower Two, 18 Harcourt Road, Central, Hong Kong SAR
STAFF	1 posted, 3 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to encourage expanded trade and investment between Alberta and Hong Kong.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and Hong Kong companies.
- Promotes tourism and education opportunities in Alberta.

SECTORS

Education and training; health and bio-industries.

HONG KONG POPULATION (JULY 2005 EST.)	6.9 million
TOTAL ALBERTA EXPORTS (2004)	\$115 million Cdn
MANUFACTURED EXPORTS (2004)	\$111 million Cdn

MARKET SIZE (2004)	
Nominal GDP	\$212 billion U.S. (2004 purchasing power parity)
GDP/Capita	\$30,600 U.S. (2004 purchasing power parity)



"Thank you very much for all of your kind help during my trip last week to Korea. It was productive albeit very quick, and your assistance was deeply appreciated."

- Ann Calverley, Supervisor, International Programs, Edmonton Public Schools

ALBERTA KOREA OFFICE »

Korea's population of 48 million and its strong business orientation, high levels of education and membership in the World Trade Organization translate into a well-developed economy with an abundance of opportunities for Alberta. The Alberta Korea Office encourages Alberta companies and individuals with an interest in Asia to consider Korea, and promotes investment in Alberta by Koreans. It works closely with the Canadian Embassy to identify opportunities and provides up-to-date market intelligence to support trade and investment.

» 2004-2005 HIGHLIGHTS

- The Alberta Korea Office arranged the program for Premier Ralph Klein's visit to Korea from June 5 to 9, 2004. The Premier met with representatives of Seoul City Gas and the Korea National Oil Corporation to discuss developments in Alberta's energy sector and with the Minister of Agriculture and Forestry to promote Alberta beef. On behalf of the Government of Alberta, he signed a letter of intent with the Korean Ministry of Science and Technology on co-operation in science and technology.
- Gangwon, Korea and Alberta celebrated the 30th anniversary of their sister-province relationship. The Premier joined Gangwon Governor Kim Jin-sun for events in Gangwon. The White Buffalo Dance Group from Alberta showcased Alberta culture at the Gangneung International Folklore Festival.
- Seoul City Gas Corporation increased their investment in Alberta's energy sector. Agreements with Burlington Resources Canada (Hunt) Ltd. and Tiger Energy Limited of Calgary will support oil and gas exploration in the province.
- Air links between Korea and Alberta expanded. Both Asiana Airlines and Korean Air increased cargo operations between Seoul and Calgary.
- Zi Corporation, a Calgary-based provider of intelligent interface solutions, signed licence agreements for the latest version of its eZiText predictive text technology with five Asian handset manufacturers, four of which are Korean. The licences cover 16 languages and several countries in Asia, including South Korea, India, Vietnam and Indonesia.
- The Calgary Board of Education signed agreements with its counterparts in Seoul and Daejeon for teacher training. The agreement with Daejeon included a school sister-relationship program.

"We very much appreciate your assistance in contacting potential universities on our behalf and for joining us in meeting with those that expressed interest in the University of Alberta's Visiting Student Certificate Program."

-Doug Weir, Director, International Student Services, University of Alberta - Edmonton

OFFICE AT A GLANCE

ESTABLISHED 1988
LOCATION Canada Embassy, 9th Floor, Kolon Building, 45, Mukyo-dong, Chung-ku, Seoul 100-170
STAFF 1 posted, 2 locally engaged

SERVICES

- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and Korean companies.
- Informs Korean residents of education opportunities in Alberta.
- Promotes the Alberta Advantage to encourage Korean investment in Alberta.

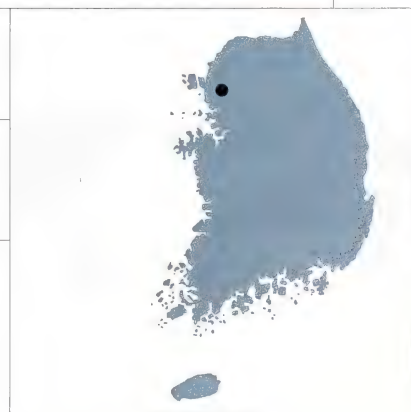
SECTORS

Agri-food; education and training; energy; information and communications technology; petrochemicals and refined products.

NATIONAL POPULATION (JULY 2005 EST.)	48.4 million
TOTAL ALBERTA EXPORTS (2004)	\$420 million Cdn
MANUFACTURED EXPORTS (2004)	\$387 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$1.0 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$21,300 U.S. (2004 purchasing power parity)



"I would like to express my sincere appreciation to Alberta officials for their help in arranging my trip to Alberta. I was given all the important information—including technical, market and business development information—and visits with related companies were arranged. It would have been impossible to complete this tough mission without their effort, help and support."

- Paul Huang, E&P Manager, Formosa Petrochemical Corporation

ALBERTA TAIWAN OFFICE >>

Taiwan is an important trading partner for Alberta as an importer of agricultural and resource-based products. It is also a growing and competitive market for new products and investment in biotechnology, digital content and wireless communications. The Alberta Taiwan Office provides information on partnership opportunities to Alberta companies and introduces Alberta's capabilities to Taiwan industries. It promotes Alberta as a prime gateway to North American markets.

>> 2004-2005 HIGHLIGHTS

- In June 2004, the Alberta Taiwan Office showcased Alberta's agri-food capabilities at the Taipei International Food Show. Eight Alberta companies sent product samples and brochures. The show attracted major local food and trading companies.
- A group of four energy industry executives, led by Hsin Huai Chow, Chairman of the Petrochemical Industry Association of Taiwan, visited Alberta from September 13 to 18, 2004. Other members of the delegation represented the Chinese Petroleum Corporation and Union Chemical Laboratories Industrial Technology Research Institute. The Alberta Taiwan Office helped co-ordinate the program for the visit. The delegation was very impressed with Alberta's vast oil sands resources.
- The Alberta Taiwan Office made a presentation on Alberta's post-secondary school system at the Long Hwa Technology International Education Fair. The audience consisted of instructors and professors of local colleges and universities. One university expressed interest in the distance learning program at Athabasca University, and the Southern Taiwan University of Technology invited the Alberta Taiwan office to introduce Alberta's post-secondary education system to students at its International Education Fair.
- The office secured an invitation for Dr. Jacqueline Shan, President and CEO of CV Technologies, to be a key speaker on her company's technology and products at the International Herbal Conference organized by the Herbal Medicine Program Office, Department of Industrial Technology, Ministry of Economic Affairs.

"I am so appreciative of the opportunity to meet with your office. I can ask questions about the market and discuss ways to approach clients. The office is very professional – they know what the buyers want."

—Ken Kwok, Vice President, Jeweller Birlip, Company Ltd., Calgary

OFFICE AT A GLANCE

ESTABLISHED	1988
LOCATION	Canadian Trade Office, 13 th Floor, 365 Fu Hsing North Road, Taipei, 105, Taiwan
STAFF	2 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to encourage expanded trade and investment between Alberta and Taiwan.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and Taiwanese companies.
- Promotes the Alberta Advantage to encourage Taiwanese investment in Alberta.

SECTORS

Agri-food; education and training; health and bio-industries; information and communications technologies; petrochemicals and refined products.

NATIONAL POPULATION (JULY 2005 EST.)	22.7 million
TOTAL ALBERTA EXPORTS (2004)	\$186 million Cdn
MANUFACTURED EXPORTS (2004)	\$183 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$590 billion U.S. (2004 purchasing power parity)
GDP/Capita	\$25,600 U.S. (2004 purchasing power parity)



CNPC – ALBERTA PETROLEUM CENTRE (CAPC) »

Opened in 1989, the CAPC is jointly invested in and operated by the Government of Alberta and the China National Petroleum Corporation (CNPC). It promotes the transfer of advanced petroleum science and technology, the development of science and technology in the petroleum and environmental sectors and strengthened trade between Alberta and China. The centre provides training, technology and information exchanges and supports conferences and exhibitions.

» 2004-2005 HIGHLIGHTS

- Premier Ralph Klein signed a memorandum of understanding with the China National Petroleum Corporation, extending the existing 16-year relationship to 2009.
- CAPC, along with Alberta Economic Development, Alberta Energy and the Alberta Energy and Utilities Board, presented three workshops on opportunities in the Alberta oil sands. The office also assisted numerous delegations to Alberta from CNPC and its subsidiaries, Sinopec and China National Offshore Oil Corporation (CNOOC), with introductions to Alberta companies. CNOOC, China's third largest oil company, announced the acquisition of a share in MEG Energy's Christina Lake project, worth \$150 million.
- CAPC facilitated a mission by the Science and Technology department of CNPC to Alberta. The group met with representatives of the Alberta Research Council (ARC), the University of Calgary and other institutions and organizations. ARC's vice-president made a return visit to China to explore potential research collaboration and contracts.
- The office sponsored the visit of senior managers from CNPC to Alberta in March 2005. The delegation focused on Alberta's knowledge, technology, management and oil and gas regulations related to sulphur extraction, meeting with 10 companies and organizations.

"The CAPC staff were instrumental in arranging the various meetings and ensuring the appropriate Chinese corporate personnel were present...We very much appreciate having the CAPC office and staff available and certainly would recommend their services to any Alberta oil and gas company looking to do business with Chinese organizations."

- R.T. Ballantyne, President, Terasen Pipelines, Calgary

OFFICE AT A GLANCE

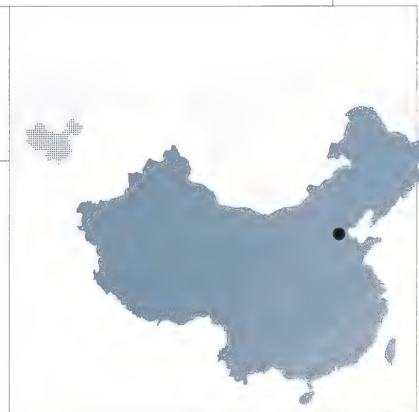
ESTABLISHED	1989
LOCATION	CNPC – Alberta Petroleum Centre, 2 nd Floor, Science & Technology Building, #20 Xue Yuan Road, HaiDian District, Beijing 100083
STAFF	1 posted, 3 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to Alberta businesses.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta businesses and Chinese petroleum companies.
- Uses training and exchange programs and follow-up to encourage technology development and transfer between Alberta companies and Chinese petroleum companies, and enhance Alberta trade with China.
- Promotes investment in Alberta by Chinese petroleum companies.

SECTORS

Chemicals and petrochemicals; energy; industrial manufacturing and equipment, architecture, engineering and construction; environmental products and services; education and training.



"Thank you for the assistance and the hospitality that was shown to us during our delegation's recent visit to China. The assistance provided to us in our meetings and the experience and knowledgeable background offered with regard to our possible development activities was valuable and very much appreciated."

- Nader Ghermezian, Triple Five Group of Companies Ltd., Edmonton

ALBERTA CHINA OFFICE »

China provides important and growing market and investment opportunities for Alberta. The gross domestic product is growing by eight to nine per cent annually, and trade growth is in the double digits. In 2004, China was Alberta's second largest trade partner. The Alberta China Office works closely with the Canadian Embassy to provide services to Alberta companies interested in the Chinese market. The number of Alberta companies with representation in China continues to grow with the Chinese economy.

» 2004-2005 HIGHLIGHTS

- The Alberta China Office co-ordinated Premier Ralph Klein's mission to China in June 2004. The Premier visited Beijing and Harbin, the capital of Heilongjiang, Alberta's sister province. The Premier signed four memoranda of understanding for co-operation in education and science and technology.
- Following the Premier's visit, the office assisted missions from Alberta Learning (Education) and Alberta Economic Development. The office is working closely with Alberta Education in the delivery of the Alberta curriculum in Chinese schools.
- Alberta Innovation and Science held workshops on data mining and database development in Beijing and Harbin. The workshops support long-term co-operation between the Harbin Institute of Technology, the University of Alberta and the University of Calgary.
- The Alberta Swine Genetic Company and the Heilongjiang Animal Husbandry Bureau and Artificial Insemination Centre signed an agreement on co-operation. The organizations will work towards development of a network of swine artificial insemination centres to provide advanced Canadian swine genetics to local producers.
- The president of one of China's top meat processing companies visited Alberta in November. The company is considering establishment of a processing operation in the province. The president toured a packing plant, visited a potential co-packing plant and met with meat specialists at the Food Processing Development Centre in Leduc. The Chinese company will work with experts at the centre to develop products for the Canadian market.
- Following the Chongqing education catalogue show organized by the Alberta China Office, the Chongqing government sent a group of mid- to senior-level executives to the University of Alberta for a four-week training session on public administration and governance. This strengthened Alberta's position as a destination for education and training and will have a positive impact on Alberta's future business development activity in the region.
- The Alberta China Office in Beijing played the lead role on a number of tourism initiatives prior to the Canadian Tourism Commission setting up office in China. It continues to provide strong support as the Commission establishes a presence in China.

"Every member of the tour group was intensely proud of being a Canadian and an Albertan in one of the most vibrant, exciting and fascinating countries in the world. Albertans do not often see the outstanding work of their government offices abroad. We all have a much deeper understanding of our global society as a result of meeting you and the Canadian Embassy staff."

- John Crozman and Jana Wyber, Barrage Ltd., Calgary

OFFICE AT A GLANCE

ESTABLISHED	2000
LOCATION	Canadian Embassy, 19 Dongzhimenwai Dajie, Chaoyang District, Beijing 100600
STAFF	1 posted, 6 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to Alberta businesses seeking to enter the Chinese market.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships with Chinese companies.
- Promotes the Alberta Advantage to encourage Chinese investment in Alberta.

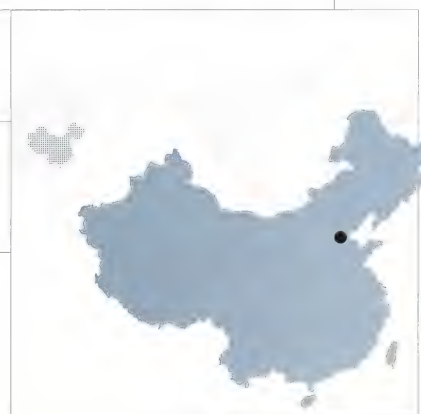
SECTORS

Agri-food; building products; education and training; energy; environmental products and services; health and bio industries; industrial manufacturing and equipment; information and communications technology; petrochemicals and refined products.

NATIONAL POPULATION (JULY 2005 EST.)	1.3 billion
TOTAL ALBERTA EXPORTS (2004)	\$1.73 billion Cdn
MANUFACTURED EXPORTS (2004)	\$1.32 billion Cdn

MARKET SIZE (2004)

Nominal GDP	\$7.3 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$5,640 U.S. (2004 purchasing power parity)



"It has always been a pleasure to deal with the AED International Office. Beyond helping this company deliver our expertise in Mexico, the staff have always been there to assist us with several issues regarding our approach...They are constantly ready to provide their service for Canadian companies."

- David Nájera Alva, Commercial Director Mexico, CCS Energy Services, Calgary

ALBERTA MEXICO OFFICE >>

Under the North American Free Trade Agreement, Mexico has been Alberta's second fastest growing export market after China. Alberta accounts for 20 per cent of Canada's exports to Mexico—over \$658 million in 2004. Alberta exports more agri-food products to Mexico than any other Canadian province, accounting for 41 per cent of the total value in 2004. Alberta represented 60 per cent of Canada's value-added agricultural products exports and well over 95 per cent of beef exports. Educational ties are also important. Mexico is the fifth largest source country for foreign students coming to Alberta.

Alberta and the state of Jalisco have maintained a sister relationship since 1999. The Alberta Mexico Office has a strong relationship with the state government.

>> 2004-2005 HIGHLIGHTS

- Partnerships with other Alberta government ministries were a key activity in 2004-2005. The Alberta Mexico Office worked with Alberta Learning to open an Alberta Learning Centre in Guadalajara, Jalisco in November 2004. The centre promotes the province as a destination for Mexican students of all ages. The office also helped Alberta Sustainable Resource Development expand its forestry exchanges with Jalisco. The Ministry developed a program to train Mexican firefighters in Alberta in the summer of 2005.
- Mexico was designated an emerging market for Travel Alberta. In 2004, the office assisted a delegation of representatives of Alberta tourist destinations to Mexico, and it promotes the sector on an ongoing basis.
- The Alberta Mexico Office assisted the University of Alberta with the development of an agreement with the national oil company, Petróleos Mexicanos (Pemex). The agreement was signed during the visit of Mexican President Vicente Fox to Canada in October 2004. The agreement allows Pemex to conduct research involving students working towards masters and doctoral degrees at the university.
- The Alberta Mexico Office organized or met with 47 business missions from Alberta to Mexico and nine business delegations to Alberta. These included delegations from:
 - Pemex and companies in the state of Tabasco to the Global Petroleum Show in Calgary;
 - seven environmental companies to the Enviro-Pro exhibition in Mexico City; and
 - eight Alberta companies and institutions to the E-Exitep Oil and Gas Exhibition in Veracruz.
- The office promoted Alberta's beef industry through promotional events and provided support for the Canadian Beef Export Federation. Mexico's imports of Canadian beef reached record levels in 2004, at \$279.3 million U.S..

"The assistance provided by your office saved us considerable time and allowed us to reach the key decision makers in Mexico...We hope to work with you again as we continue helping Alberta companies and investors access the Mexican market."

- Erick Hamdan, Director, RTL Latin America, Edmonton

OFFICE AT A GLANCE

ESTABLISHED	2002
LOCATION	Calle Schiller No. 529, Colonia Polanco, Del. Miguel Hidalgo, Mexico D.F., Mexico 11560
STAFF	1 posted, 1 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to encourage expanded trade and investment between Alberta and Mexico.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and Mexican companies.
- Promotes the Alberta Advantage and provides export counseling.
- Works closely with local state governments in Jalisco, Campeche, Tabasco, Nuevo Leon and Tlaxcala to identify areas of cooperation and mutual interest for Alberta.

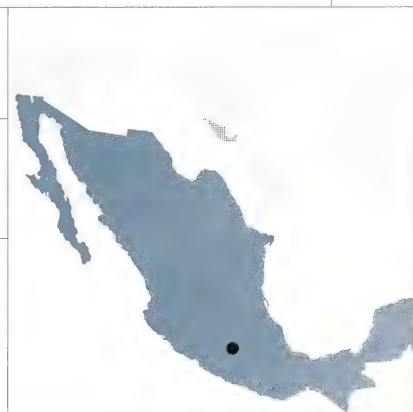
SECTORS

Agri-food; education and training; energy; environmental products and services; information and communications technologies.

NATIONAL POPULATION (JULY 2005 EST.)	106.2 million
TOTAL ALBERTA EXPORTS (2004)	\$658 million Cdn
MANUFACTURED EXPORTS (2004)	\$470 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$1.0 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$9,700 U.S. (2004 purchasing power parity)



"The work and dedication in assisting the Canadian-German Young Leaders Forum 2004, which received two days of programming sponsored by the Alberta Government, has given our program a great deal of credibility in terms of sponsorship opportunities and future programming."

- Gail S. Smith, Director of Development, Foundation for the Study of Processes of Government in Canada

ALBERTA GERMANY OFFICE »

The Alberta Germany Office completed its third year in 2004-2005 and has established excellent contacts in the private and public sectors, particularly in Saxony, Alberta's partner state, and Bavaria, where the office is co-located with the Canadian Consulate. Germany is the most important economy in the European Union (EU) and the largest exporter in the world. It is the world's third largest economy and the EU's largest market, and is strategically located in the centre of the newly expanded EU of 25 member countries.

» 2004-2005 HIGHLIGHTS

- With local partners, the office co-sponsored and co-organized a three-day speaking tour by Dr. Peter Hackett, President and CEO of the Alberta Ingenuity Fund, to promote Alberta's efforts to develop a knowledge-based economy. Over 190 representatives from high-tech companies, federal and laender (state) governments and major German research and technology institutions attended events in Berlin, Stuttgart and Munich.
- The office co-sponsored the Calgary Wireless City stand at CeBIT 2005 in Hannover. Eight Calgary-based companies—four companies from last year and four new exhibitors—participated. CeBIT is the largest ICT trade show in the world; this year's show attracted 480,000 visitors, of whom 88 per cent were trade professionals. The Alberta companies established or strengthened almost 400 trade contacts.
- Over a million visitors to the exclusive Ludwig Beck AG department store in Munich enjoyed an exposition of native art and artists during November and December 2004. Canada was a partner country in the event, co-sponsored by the office in conjunction with Travel Alberta, and an Albertan was one of seven native artists whose works were displayed and sold. The four-week event not only promoted Aboriginal arts and crafts, but also Alberta as a tourism destination.
- A group of Alberta-based investors benefited from a fact-finding mission organized by the office. The mission included a site visit and meetings with executives of Südfleisch in Waldkraiburg, the most modern livestock slaughtering facility in Germany. The Alberta investors are considering the construction of an EU-certified livestock processing facility in the province.
- Alberta Economic Development Minister Clint Dunford visited Dresden and Munich on a mission organized by the office. The Minister met with senior government leaders in Saxony and Bavaria and with potential investors, and spoke to large business and community leaders in both cities. The office also supported a mission by the Deputy Minister of Alberta Learning, organizing meetings with the Bavarian and Saxon Education Ministries and a seminar with the Regional Supervisory School Division in Dresden.
- The office set up information stands at two major Chambers of Commerce events focused on NAFTA, in Munich and Ludwigshafen. Participants from various sectors learned about Canada's role in NAFTA, opportunities in Alberta and the legal guidelines for founding a company in Canada, and heard success stories of Germans opening businesses in Canada.

"We greatly appreciate the efforts the Alberta Germany Office extended to us during our fact finding mission in May of 2004. The organization of industry participants was very useful and we would recommend Alberta companies utilize your service."

- Patrick McCarthy, Ranchers Meats Inc., Camrose

OFFICE AT A GLANCE

ESTABLISHED 2002
LOCATION Canadian Consulate, Tal 29, 80331 Munich
STAFF 1 posted, 1 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to encourage expanded trade and investment between Alberta and Germany.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and German companies.
- Promotes the Alberta Advantage to encourage German investment in Alberta.
- Provides information and counseling to targeted economic immigrants.

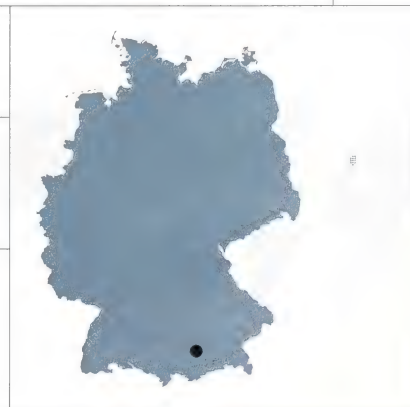
SECTORS

Aerospace and aviation; agri-food; building products; education and training; environmental products and services; health and bio-industries; industrial machinery and equipment; information and communication technologies; petrochemicals and refined products; tourism.

NATIONAL POPULATION (JULY 2005 EST.)	82.4 million
TOTAL ALBERTA EXPORTS (2004)	\$88 million Cdn
MANUFACTURED EXPORTS (2004)	\$69 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$2.4 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$28,900 U.S. (2004 purchasing power parity)



"We visited Calgary at the suggestion of the Alberta U.K. Office to explore business opportunities and meet with key municipal and business leaders. The excellent contacts and support that the office provided have been key in convincing us to establish our Canadian operation in Calgary."

- Peter Crawley, Managing Director, PC Cabling Ltd., U.K.

ALBERTA UNITED KINGDOM OFFICE »

The United Kingdom (U.K.) is one of Alberta's most important trading partners. The U.K. is the world's fourth largest economy, third largest trading nation and the third largest source of foreign direct investment in Canada. London is the financial hub of Europe.

The U.K. is Alberta's largest trading partner in Europe. It is also a major source of skilled workers and entrepreneurial immigrants to Alberta and accounts for nearly half of the province's European tourism traffic. The Alberta U.K. Office focuses on the attraction of new and expanded investment and economic immigrants to Alberta, while supporting Alberta companies targeting the U.K. as an export market.

» 2004-2005 HIGHLIGHTS

- The Alberta U.K. Office initiated and co-ordinated a mission to build awareness of Alberta's growing presence as a nanotechnology centre of excellence among potential U.K. partners. From May 2 to 8, 2004, representatives from the Universities of Alberta and Calgary, the National Institute for Nanotechnology in Edmonton, Edmonton Economic Development Corporation, Alberta Innovation and Science, Alberta Economic Development and private businesses visited Glasgow, Cambridge, Oxford and London. The mission explored opportunities for collaboration, promoted partnership discussions and allowed contacts to be established. A return mission to Alberta by U.K. representatives is expected in the fall of 2005.
- On January 3, 2005, the Alberta U.K. Office hosted the Alberta Oil Sands Investment Symposium at Canada House, in partnership with RBC Capital Markets. Senior executives from 11 Alberta-based energy companies demonstrated the enormous potential and investment opportunities in the oil sands to 50 institutional investors from London's financial community. Alberta Economic Development Minister Clint Dunford attended the symposium and participated in three days of meetings with potential investors, business delegations and representatives of the United Kingdom's media. The Minister also met with representatives and media from the U.K. tourism sector.
- The Alberta U.K. Office played a lead role in promoting and recruiting Alberta corporate participation in a Canadian medical devices mission to the U.K. from January 24 to 29, 2005. The mission exposed Canadian medical device manufacturers and developers to potential partners in the U.K. Three Alberta companies participated, and two of those report ongoing discussions with potential partners or clients.
- The Alberta U.K. Office worked in partnership with the Central Alberta Economic Partnership (CAEP) and the Red Deer Regional office to promote Central Alberta and its industrial machinery and equipment (IME) sector to potential trade and investment partners in the U.K. Over 1,000 companies were approached with information on Central Alberta and its IME sector. This generated eleven meetings with potential partners in Aberdeen and London. The meetings led to three visits to Central Alberta by U.K. companies interested in partnering.
- The Alberta U.K. Office participated in three emigration promotion and recruitment shows, to raise the profile of Alberta to U.K. citizens considering immigration to Canada. The office promoted Alberta's Provincial Nominee Program and specific sectors and regions in critical need of skilled workers.
- The Alberta U.K. Office and Travel Alberta worked very closely on a number of programs that directly or indirectly influence tourism to Alberta, including the Spotlight 2005 tourism function at Canada House in March 2005.

“The Alberta office in London was instrumental in helping us to achieve our dream of relocating our farming business from the U.K. to rural Alberta. Over the past year, the office provided us with invaluable contacts and information on the immigration process and Alberta’s farming industry.”

—Crawford Ritchie, Dovecot Haddington, U.K.

OFFICE AT A GLANCE

ESTABLISHED	2003
LOCATION	Canadian High Commission, Macdonald House, 1 Grosvenor Square, London, England W1K 4AB
STAFF	1 posted, 1 locally engaged

SERVICES

- Provides ongoing market intelligence and marketplace services to encourage expanded trade and investment between Alberta and the U.K.
- Helps identify potential opportunities, provides network contacts and facilitates business relationships between Alberta and U.K. companies.
- Promotes the Alberta Advantage to encourage U.K. investment in Alberta.
- Provides information and counseling to targeted economic immigrants.

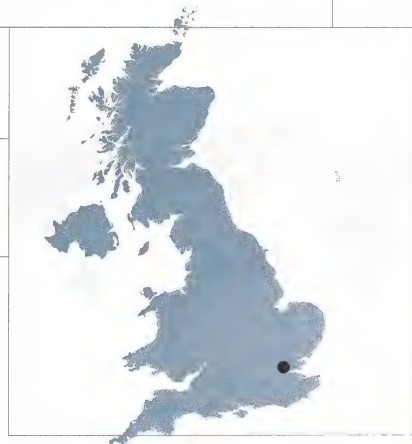
SECTORS

Aerospace; agri-food; energy; health and bio-tech; industrial machinery and equipment; information and communication technologies; tourism.

NATIONAL POPULATION (JULY 2005 EST.)	60.4 million
TOTAL ALBERTA EXPORTS (2004)	\$212 million Cdn
MANUFACTURED EXPORTS (2004)	\$182 million Cdn

MARKET SIZE (2004)

Nominal GDP	\$1.7 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$29,000 U.S. (2004 purchasing power parity)



ALBERTA WASHINGTON OFFICE »

The Alberta office in Washington, DC, which opened in early 2005, is unique in that it is primarily policy oriented. It focuses on advancing the interests and views of Alberta at the highest levels of government throughout the U.S. Administration and Congress, and to business associations, think tanks and media in Washington that help shape U.S. opinion and public policy.

The Alberta office in Washington works with Alberta ministers, officials and the private sector, in partnership with the Canadian Embassy and Canadian posts in the U.S. to:

- provide information and analysis to Alberta on political and economic developments in Washington;
- promote Alberta's interests and objectives to key U.S. decision-makers;
- contribute to the development of Alberta's U.S. energy, trade, agricultural and investment strategies;
- ensure Alberta's views and priorities are understood and factored into Canadian initiatives;
- increase the profile of Alberta as a secure, safe and reliable supplier of goods and services, and as a valuable investment partner;
- market the province in the broadest sense by promoting the sale of Alberta products and services in the U.S., in cooperation with Alberta businesses and government.

» 2004-2005 HIGHLIGHTS

- Alberta's initiative resulted in the federal government inviting provinces to complement Canada's efforts in the U.S. capital by co-locating in the newly-created Advocacy Secretariat of the Canadian Embassy in Washington. An agreement governing the terms of Alberta's co-location was reached with Ottawa in July 2004 and the Alberta Washington Office began initial operations in October. Following the appointment of Alberta's former energy minister, Murray Smith, as the Alberta Representative in Washington, DC, the office was fully staffed and operational in early 2005.
- Premier Klein presided over the official opening of the office on March 22, 2005. The opening attracted over 300 guests, including Congressional representatives and senior staffers, Administration officials, the heads of industry associations and think-tanks, and prominent U.S. and Alberta business leaders. The Premier's program included a meeting with the new U.S. Secretary of Energy, who expressed considerable interest in the Alberta oil sands. The Premier also met with officials from the U.S. Department of Agriculture and the U.S. meat industry to discuss bovine spongiform encephalopathy (BSE).
- The Premier signed a memorandum of understanding with the Smithsonian Institute that committed Alberta to participating as the feature region at the 2006 Smithsonian Folklife Festival, which is held every summer on the National Mall near the U.S. Capitol Building.
- In its first months of operation, the Alberta Washington Office established key relationships with individuals, agencies and groups involved in the shaping of U.S. policy, particularly in the priority areas of energy and agriculture. It succeeded in raising awareness among U.S. decision-makers and opinion-shapers of Alberta's critical role in North American energy security.
- The Office developed strategically targeted programs for a variety of incoming Alberta delegations to the U.S. capital, including those led by Premier Klein and six Alberta cabinet ministers. As well, it played an integral role in the planning of a number of visits to Alberta of high level U.S. delegations.

OFFICE AT A GLANCE

ESTABLISHED	2005
LOCATION	Canadian Embassy in Washington D.C, The Embassy of Canada, 501 Pennsylvania Avenue, N.W., Washington, D.C. 20001-2114
STAFF	2 posted; 1 locally-engaged

SERVICES

- Provides information and analysis to Alberta on political and economic developments in Washington.
- Promotes Alberta's interests and objectives to key U.S. decision-makers.
- Contributes to the development of Alberta's U.S. energy, trade, agricultural and investment strategies.
- Ensures Alberta's views and priorities are understood and factored into Canadian policies and initiatives.
- Builds Alberta's profile in the U.S. as a secure, safe and reliable supplier of energy, agricultural products and other goods and services, and as a valuable investment partner.
- Promotes the sale of Alberta products and services in the U.S., in cooperation with Alberta businesses and government.

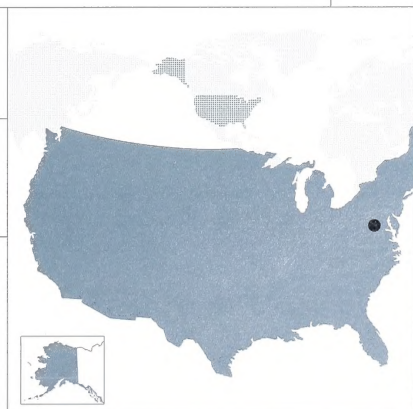
SECTORS

Energy; agriculture, forestry, petrochemicals, tourism.

NATIONAL POPULATION (JULY 2005 EST.)	296 million
TOTAL ALBERTA EXPORTS (2004)	\$59 billion Cdn
MANUFACTURED EXPORTS (2004)	\$12.6 billion Cdn

MARKET SIZE (2004)

Nominal GDP	\$11.8 trillion U.S. (2004 purchasing power parity)
GDP/Capita	\$39,711 U.S. (2004 purchasing power parity)



APPENDIX »

ALBERTA ECONOMIC DEVELOPMENT ALBERTA'S INTERNATIONAL OFFICES* BUDGET VS. ACTUALS COMPARISON

APRIL 1, 2004 – MARCH 31, 2005

Performance Measure	Final Budget 2004/05	Actual Exp. as at March 31, 2005	Available Funds/Variance	Variance by %
Alberta China Office	774,960	752,372	22,588	2.9%
CNPC	801,610	763,293	38,317	4.8%
Alberta Hong Kong Office	581,000	543,793	37,207	6.4% ¹
Alberta Taiwan Office	188,400	174,889	13,511	7.2% ²
Alberta Korea Office	623,700	626,325	(2,625)	-0.4%
Alberta Japan Office	1,135,750	1,134,361	1,389	0.1%
Alberta U.K. Office	781,400	742,309	39,091	5.0% ³
Alberta Mexico Office	395,750	398,069	(2,319)	-0.6%
Alberta Germany Office	450,480	396,231	54,249	12.0% ⁴
Total All Offices	5,733,050	5,531,642	201,408	3.5%

* The Alberta Washington Office is not included in this table. For budget information on this office, please consult the Annual Report, International and Intergovernmental Relations.

¹ Variance is due to exchange rate fluctuations and pension liability forecasts.

² Variance is due to lower than anticipated co-location cost and exchange rate fluctuations.

³ Variance is due to exchange rate fluctuations.

⁴ Variance is due to lower than expected manpower costs.





HOW TO CONTACT US

Alberta currently has
10 international offices
that are key to entering
and acquiring contacts
in international markets.*

EDMONTON

Alberta Economic Development
4th Floor, Commerce Place
10155-102 Street
Edmonton, Alberta
Canada T5J 4L6
Phone: 1-780-427-4809
Fax: 1-780-422-9127
URL: <http://www.alberta-canada.com>

CALGARY

Alberta Economic Development
Investment Attraction Branch
Suite 300, 639 - 5th Avenue S.W.
Calgary, Alberta
Canada T2P 0M9
Phone: 1-403-297-8917
Fax: 1-403-297-6168
Email: Investin.Alberta@gov.ab.ca

BEIJING

Alberta China Office
19 Dongzhimenwai Dajie
Chaoyang District, Beijing 100600
People's Republic of China
Email: albertachinaoffice@gov.ab.ca

CNPC - ALBERTA PETROLEUM CENTRE

2nd Floor Science & Technology Building
#20 Xue Yuan Road, HaiDian District
Beijing 100083
People's Republic of China
Email: capc@gov.ab.ca

HONG KONG

Alberta Hong Kong Office
Room 1004 Admiralty Centre
Tower Two, 18 Harcourt Road
Central, Hong Kong SAR
Email: albertahongkongoffice@gov.ab.ca

MUNICH

Alberta Germany Office
Canadian Consulate
Tal 29, 80331 Munich, Germany
Email: albertagermanyoffice@gov.ab.ca

MEXICO CITY

Alberta Mexico Office
Canadian Embassy
Calle Schiller No. 529
Colonia Polanco
Del. Miguel Hidalgo
Mexico D. F., Mexico 11560
Email: albertamexicooffice@gov.ab.ca

TOKYO

Alberta Japan Office
Place Canada, 3rd Floor
3-37, Akasaka 7-chome
Minato-ku, Tokyo 107, Japan
Email: albertajapanoffice@gov.ab.ca

SEOUL

Alberta Korea Office
9th Floor, Kolon Building
45, Mukyo-doong, Chung-ku
Seoul 100-170, Republic of Korea
Email: albertakoreaoffice@gov.ab.ca

TAIPEI

Alberta Taiwan Office
13th Floor, 365 Fu Hsing North Road
Taipei, 105, Taiwan
Email: albertataiwanoffice@gov.ab.ca

LONDON

Alberta U.K. Office
Canadian High Commission
Macdonald House
1 Grosvenor Square
London, England W1K 4AB
Email: albertaukoffice@gov.ab.ca

WASHINGTON, D.C.

Alberta Office in Washington, D.C.
Canadian Embassy
501 Pennsylvania Avenue N.W.
Washington, D.C. 20001
Email: albertainwashington@canadianembassy.org

*The Government of Alberta currently has a seconded employee leading the Canadian Consulate in Houston.